

FOR IMMEDIATE CAMPUS RELEASE  
June 6, 1994

Contact: Sam Silverstein  
(202) 994-1423

## **FIVE SASS EMPLOYEES RECOGNIZED FOR SERVICE TO GW**

Five employees of The George Washington University's Division of Student and Academic Support Services (SASS) have been awarded Outstanding Service Awards, the division's vice president, Robert Chernak, has announced.

The citations, presented quarterly, recognize full-time or permanent part-time workers who have performed beyond normal expectations, demonstrated extraordinary enthusiasm for their work and shown superior loyalty to the University. Twenty-seven individuals have been recognized with SASS Outstanding Service Awards to date.

The five most recent award recipients include:

\* Lolita Armstrong, Crime Prevention and Training Coordinator, University Police Department; for November 1993. She is credited with conducting crime prevention seminars for more than 1,500 GW students and employees.

\* Geraldine Canty, executive assistant, Office of Undergraduate Admissions; for December 1993. She moved the student recruitment system to the Banner computer network and took on the responsibilities of two vacant positions while continuing to fulfill her own job responsibilities well.

\* Rhonda Leshman, assistant director, Office of Undergraduate Admissions; for January 1994. She was recognized for increasing undergraduate applications to GW from California by more than 100, the largest jump from any state not in GW's primary recruitment area.

\* Robert Wilson, assistant director for educational services, University Counseling Center; for February 1994. He was cited for his volunteer work with the faculty of Columbian College and Graduate School of Arts and Sciences to create an academic advising course for freshmen.

\* Bill Fitzgerald, director of marketing and promotions, Department of Athletics and Recreation; for March 1994. He was recognized for his work during the 1994 NCAA tournaments in men's and women's basketball.

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FOR IMMEDIATE RELEASE  
June 6, 1994

CONTACT: Karen Sibert  
202/994-9023

**FORMER GUYANESE AMBASSADOR TO U.S. JOINS GW FACULTY  
AS BAKER PROFESSOR OF INTERNATIONAL AFFAIRS**

WASHINGTON -- The George Washington University has announced the appointment of Ambassador Cedric Grant to the faculty of the Elliott School of International Affairs for the 1994-95 academic year as the Baker Professor of International Affairs. Grant, former Guyanese ambassador to the United States, will teach a fall course on "The Developing Nations After the Cold War" and a spring course on "The Caribbean Political Economy."

The Edgar R. Baker Adjunct Professorship was established at the University in 1969 to bring distinguished individuals from both the public and private sectors to campus to contribute to the educational program.

Ambassador Grant said, "My interest in academia has been abiding. I am looking forward with great anticipation and enthusiasm to joining the faculty of the Elliott School which has attracted students, senior executives and policymakers from around the world to its classrooms."

Grant received undergraduate (social science) and graduate (politics) degrees at the University of Leicester. He was awarded a Ph.D. from the University of Edinburgh in June 1969, where he was a Ford Foundation fellow. He has held faculty positions at the University of Ghana, the University of Waterloo in Canada and the Institute of Social and Economic Research, University of the West Indies in Jamaica. The recent recipient of a 1994-95 Fulbright scholarship, Grant will study political leadership in the Caribbean with particular emphasis on Belize.

His diplomatic career includes service as Guyana's ambassador to Lusaka and London prior to his concurrent positions as ambassador to the United States and delegate to the Organization of American States from 1982 to 1992. During his tenure in Washington, Grant also served as special adviser to the president on foreign affairs (1990 to 1992). Since 1993, he has

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been a partner in a public affairs consulting firm, Public Affairs Consulting Enterprise.

"Ambassador Grant has a unique combination of outstanding scholarship and high-level diplomatic practice that will serve the students and faculty at the Elliott School well," said Maurice A. East, dean of the Elliott School of International Affairs.

Grant will arrive on the GW campus in August and is scheduled to give two public speeches in the coming year: one in the fall and one in the spring of 1995.

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FOR IMMEDIATE RELEASE  
June 6, 1994

CONTACT: Karen Sibert  
202/994-9023

**GW SOCIOLOGY PROFESSOR AMITAI ETZIONI RECEIVES  
HONORARY DEGREES FROM CONNECTICUT AND COLORADO COLLEGES**

WASHINGTON -- Amitai Etzioni, Ph.D., a University Professor at The George Washington University, recently received honorary degrees from two institutions -- The Colorado College (Colorado Springs) and Connecticut College (New London).

In addition to receiving an honorary degree, Etzioni was selected to deliver the baccalaureate address at The Colorado College. The college traditionally invites speakers to address dimensions of the human condition and spirit using ethical and/or broad religious themes. Etzioni's May 22 commencement speech on "Rights and the Common Good" reflected his concern for community values in individuals' public and private lives.

On Saturday, May 28, Amitai Etzioni joined commencement speaker U.S. District Court Judge Kimba Wood and other distinguished honorary degree and college medal recipients for commencement exercises at Connecticut College.

Etzioni is one of five University Professors at GW -- a title bestowed upon only the school's most distinguished faculty. His achievements in the social sciences include 20 years as professor of sociology at Columbia University (for a time as chairman of the department), senior adviser in the Carter administration, guest scholar at the Brookings Institution and the Thomas Henry Carroll Ford Foundation Professor at the Harvard Business School.

He is credited with founding the Communitarian Network in 1991 -- a national, nonprofit membership organization dedicated to shoring up the moral, social and political environment. The network mobilizes coalitions to develop innovative solutions to public problems. The Communitarian perspective is articulated in the quarterly journal, *The Responsive Community: Rights and Responsibilities*; the *Communitarian Position Paper Series*; a newsletter, *The Communitarian Reporter*; and in Etzioni's latest book, *The Spirit of Community: Rights, Responsibilities and the Communitarian Agenda*.

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An accomplished sociologist and author, Amitai Etzioni appears frequently on network television and has been published in Time Magazine, The New York Times, The Washington Post and The Wall Street Journal. A 1982 study ranked Dr. Etzioni as the leading expert in public policy over the previous decade. He has received numerous honors, including an honorary degree from The University of Utah in 1991 and several fellowships.

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**FOR IMMEDIATE RELEASE**  
June 7, 1994

**CONTACT:** Sam Silverstein  
(202) 994-1423

**LOBBYISTS LEARN PUBLIC HEARING SKILLS AT GW INSTITUTE JUNE 15-17**

**WHAT:** Two and a-half day institute on "Giving Testimony at Public Hearings" sponsored by The George Washington University's National Center for Communication Studies.

Speakers include:

**Steven Keller**, director of speech activities, GW National Center for Communication Studies

**Jill Kamp Melton**, communications consultant and founder, American Showcase Theater

**Paul Rundquist**, Congressional Research Service, Library of Congress and former research director, House Select Committee on Committees

**Mark Helmke**, president, Robinson, Lake, Lerer & Montgomery/Sawyer Miller Group (Washington office) and former press secretary to Sen. Richard Lugar (R-Ind.)

**Mark A. Siegel, Ph.D.**, publisher, Washington Insider and former executive director of the Democratic National Committee

**WHEN:** June 15 - 17, 1994

**WHERE:** Loews L'Enfant Plaza Hotel  
480 L'Enfant Plaza, SW  
Washington, D.C.

**COST:**

- \* \$695 for two-day session (Wednesday and Thursday) (discounted rate of \$395 available to government and non-profit registrants)
- \* \$495 for half-day advanced workshop (Friday), which consists of videotaped mock hearing (limited to 24 participants)

To register, call GW's Office of Conferences and Institutes at (202) 973-1110.

**Background**

This institute presents a unique opportunity for corporate and trade association executives as well as lobbyists, advocates

and public affairs liaisons to learn the principles and skills required for effective public testimony. It will help spokespersons to prepare and polish convincing and accurate testimony which can advise, persuade and impress public policymakers. Sessions include "Insights to the Legislators' Viewpoint," "Mastering Persuasion and Argument Building," "Mock Hearing Participation and Critique" and much more.

Located four blocks from the White House, The George Washington University was created by an Act of Congress in 1821. Today, GW is the largest institution of higher education in the nation's capital. The University offers comprehensive programs of undergraduate and graduate liberal arts study as well as degree programs in medicine, law, engineering, education, business/public management and international affairs. Each year GW enrolls a diverse population of 19,000 undergraduate, graduate and professional students from all 50 states, the District of Columbia and 120 countries.





# NEWS

OFFICE OF UNIVERSITY RELATIONS • WASHINGTON, D.C. 20052 • (202)994-6460

FOR IMMEDIATE RELEASE  
June 14, 1994

MEDIA CONTACT: Shawn Tate  
(202) 994-6467  
PUBLIC CONTACT: Janet Blyberg  
(202) 994-8401

**GW'S COLONNADE GALLERY PRESENTS  
"FILIPINOS AND THE AMERICAN DREAM 1900-1945"  
JULY 5 - AUGUST 14**

**EVENT:** The George Washington University Colonnade Gallery is pleased to present "Filipinos and the American Dream 1900-1945."

Organized and presented by the University of the Philippines Alumni Association in Minnesota, the exhibit features photographs illustrating the experiences and challenges faced by Filipino immigrants who came to the United States between 1900 and 1945. Included in the exhibit is a selection of recent portraits of early Filipino immigrants who settled in the Washington D.C. area by photographer Rita M. Cacas.

"Filipinos and the American Dream" is co-sponsored by the Marvin Center Governing Board, GW's Philippine Cultural Society and the Philippine Heritage Foundation in cooperation with the Embassy of the Philippines, the University of the Philippines Alumni Association of Metropolitan Washington, D.C., the Philippine American Cultural Center Foundation Inc. and the World Bank Group/IMF Filipino Association.

For additional information, contact Janet C. Blyberg, Colonnade Gallery coordinator, at (202) 994-8401.

**WHEN:** May 19 - July 1, 1994  
Seven days a week, 8 a.m. to midnight  
Opening reception: Thursday, July 5, 6 to 8 p.m.

**WHERE:** The George Washington University Colonnade Gallery  
Marvin Center, third floor  
800 21st Street, NW, Washington, D.C.  
(Two blocks from Foggy Bottom/GW Metro)

**COST:** Free and open to the public

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FOR IMMEDIATE RELEASE  
June 14, 1994

MEDIA CONTACT: NORA KELLEY  
(202) 994-3087

## GW PROFESSOR TAKES MANAGEMENT STUDENTS OUT ON A LIMB

### Full-Day "Ropes and Initiatives" Program Puts a New Twist on Learning the Ropes

Marsha had always been fearful of heights. Despite this, she found herself inching her way up a swaying cable bridge thirty feet above the ground. It took her 20 fearful minutes, but she finally made it to the platform high in the tree. Before she knew it, she had stepped off the platform and was whizzing at 25 miles an hour suspended below a 500 foot cable above a 75-foot-deep gorge. She had experienced the Inner Quest "zip wire" on the grounds of the Madiera School in Great Falls, Virginia. Her elation was overwhelming. She had conquered a fear. In the process, she had learned a lot about herself. According to Professor Paul Malone of The George Washington University, this increased self-awareness is likely to help her become a more effective leader.

Despite the threatening weather, Marsha spent the remainder of the Saturday with her fellow master of business administration students engaged in a variety of challenging team-building activities such as the "Spider's Web" and the "Blind Alligator" while the activities were video-taped for subsequent reflection, discussion and analysis. They emerged from the seven-hour experience exhausted but unanimous in the conclusion that "It was fun!" This was one of the many unique experiences included in Professor Malone's experimental course, "Applied Organizational Leadership."

Malone is concerned that, whereas MBA programs produce excellent business analysts, they do little to develop leadership skills—skills that are likely to be required of successful professionals. Most leadership courses are ABOUT leadership; what is needed, according to Malone, is a course focusing on HOW TO lead people. Some consider this an unattainable goal; Malone disagrees. His highly experiential course, Applied Organizational Leadership, is his attempt to prove this point.

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Students entering Malone's course for the first time immediately sense something different. They are issued personalized copies of Malone's two books on leadership, *Love 'Em and Lead 'Em* and *Abuse 'Em and Lose 'Em*. Since Malone is not only the author and illustrator but also the publisher, students get them at cost -- \$3.00 each. This is a far cry from the cost of many of today's textbooks which often exceed \$30.00. Further, each student is issued a personal video-tape to be used throughout the course and retained by the student for subsequent personal review.

Students are introduced to VIS-O-TEC, a hypothetical firm that is referred to throughout the course as the environment for experiential leadership exercises. As the course progresses, students are placed in a variety of leadership positions requiring responses to realistic workplace situations. Classroom sessions involve role plays observed by the class and recorded by the video camera. Malone, using a variety of wigs and masks, often participates. He claims that his personal involvement helps students to "loosen up," and that he can control situations better using this technique. Course requirements include meeting your new boss in a social setting, writing a letter of condolence to a bereaved subordinate whose wife just passed away, dealing with an employee with significant personal and professional problems, dealing with a sexual harassment situation and firing a subordinate. Professor Malone's teaching assistant, Stacy Trotter, plays the mythical Yvonne O'Malley who must be fired. She has developed several basic reactions to the firing episode that test the students' ability to cope with the "emotional fire" associated with the very distasteful process of terminating an employee.

Malone's view of leadership effectiveness is that leadership is a "fine art" that is a function of the leader's unique personality. According to Malone, leaders must (a) conduct personal self-analyses, (b) determine how they are unique individuals, (c) develop personal philosophies of leadership, and (d) share their philosophies with their subordinates. Students in Malone's class are exposed to a series of self-analysis instruments. These are useful in the development of the term paper for the class, an individual philosophy of leadership.

How do students respond to this unique approach to learning? Some are intimidated by the ever-present video camera. Some feel that the instructor demands too much. Several observed that the requirement to make an inspirational speech -- ten minutes without reference to notes -- is a "harrowing experience." However, almost all concurred that this is an approach to learning whose time has come. End-of-course student evaluations included comments such as, "This has been the most useful course in preparing me for the work environment," "I enjoyed the opportunity to think and discuss, not just read and memorize," and "It was the most creative class I have had at G.W. to date."





# NEWS

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June 15, 1994

**MEDIA CONTACT:** Karen Sibert

202/994-9023

**PUBLIC CONTACT:** Chris Hasselmann

202/973-1110

**GW PRESENTS TWO-DAY INSTITUTE ON ROLE OF AND COMPUTER  
RESOURCES FOR LITIGATION PARALEGALS JULY 28 AND 29**

**EVENT:** Two-day Institute on "The Litigation Paralegal and Computer Support," presented by the GW Legal Assistant Program.

Institute faculty includes:

**Robin C. Alexander**, assistant general counsel, University of the District of Columbia, and adjunct faculty member, GW Legal Assistant Program.

**David Cleveland**, trial attorney, Office of the Corporation Counsel for the District of Columbia, and adjunct faculty member, GW Legal Assistant Program.

**Tracey Boylston**, director of litigation support, Ace-Federal Reporters, Inc., and adjunct faculty member, GW Legal Assistant Program.

**WHEN:** July 28 and 29, 1994

**WHERE:** The Willard Inter-Continental Hotel  
1401 Pennsylvania Avenue, NW  
Washington D.C.

**COST:** Registration fee for conference including two luncheons and conference materials is \$295.

Early registration is recommended. After Friday, July 15, check availability of space by calling Conferences and Institutes at 202/973-1110.

**Background:**

This Institute is an opportunity for experienced, entry-level and general paralegals to explore their role in the discovery phase of litigation and in pre-trial preparation, as well as their ethical responsibilities as litigation team members. It also reviews the computer resources available to the

litigation legal assistant, with particular emphasis on document control, database systems and litigation team organization.

GW's Legal Assistant Program was established in 1972 in cooperation with the University's National Law Center. This graduate-level, certificate program has been approved by the American Bar Association since 1976. The program is built on a broad-based curriculum that provides an understanding of substantive and procedural law and helps to develop legal research writing skills. Elective courses offer opportunities to explore specialized areas of law, such as corporate law, real estate law, telecommunications law or litigation.

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**FOR IMMEDIATE RELEASE**  
June 15, 1994

**MEDIA CONTACT:** Karen Sibert  
202/994-9023  
**PUBLIC CONTACT:** Smithsonian Assocs.  
202/357-3030

**FEMINIST GLORIA STEINEM TO APPEAR AT GW'S LISNER  
AUDITORIUM JUNE 28**

**EVENT:** A lecture and book signing by Gloria Steinem, who will discuss the advance of women into the political arena, the future of the women's movement and the benefits of diversity, presented by GW and The Smithsonian Associates.

**WHEN:** Tuesday, June 28, 1994  
7:30 p.m.

**WHERE:** Lisner Auditorium  
The George Washington University  
730 21st Street, NW (21st & H Streets)  
Washington, D.C.

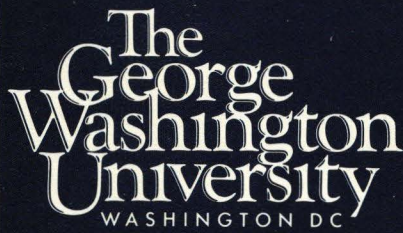
**COST:** \$16 per person; special discount rate for GW students - \$12

**Background:**

Gloria Steinem is the founder of the Ms. Foundation for Women and Ms. magazine, the National Women's Political Caucus, the Coalition of Labor Union Women and Voters for Choice. She is also the founding editor of New York magazine. Steinem has been chosen for nine consecutive years as one of the **25 Most Influential Women in America** by the *World Almanac* and has received numerous awards. Her latest book, "Moving Beyond Words" (Simon and Schuster) is a collection of her most powerful writings. Copies of the book will be available at the signing.

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# NEWS

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FOR IMMEDIATE RELEASE  
June 16, 1994

Contact: Sam Silverstein  
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## GW PRESIDENT 'SPEAKING HIS MIND'

Collection of Speeches by Stephen Joel Trachtenberg  
Published by ACE/Oryx Press

Washington, D.C. -- In his new book, *Speaking His Mind: Five Years of Commentaries on Higher Education*, President Stephen Joel Trachtenberg of The George Washington University offers straightforward insight on the shape of higher education in the United States today.

The book, part of the American Council on Education's *Series on Higher Education*, is a selection of addresses Trachtenberg has made throughout the world since becoming the fifteenth president of The George Washington University in 1988. In 14 speeches to widely differing audiences in the United States and abroad, he deals with topics such as libraries, justice, northeast Asia, business, quality management, political correctness and history.

In a 1992 address to the Society for College and University Planning, he speaks about the responsibility of universities to tailor their curriculums to a changing world. "If today's upper-middle-income and upper-income students from affluent suburbs are a lot less verbal, a lot more visual, and a lot more electronically 'tuned in' than we were at their age," Trachtenberg believes that curriculum redesign "is a requirement for dealing with the vast majority of today's and tomorrow's students, regardless of their precise social and ethnic backgrounds."

Trachtenberg also discusses the value of studying side by side with students from other parts of the world. He notes that GW is among the nation's top universities both in terms of the percentage of international students within the total student body and the actual number of international students enrolled.

"Universities like George Washington, I would argue, are the only true multi-national melting pots on earth," he says in a May 1991 speech at Moscow State University. "They are places where students from around the world--potentially even from warring nations--gather in the same classrooms to hear the same professors

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give the same lectures. They are places where these same students have the opportunity to interact, to share insights, experiences and opinions of the day. They are places, we hope, where citizens of different countries and cultures, including our own, come to understand and enlighten others."

In the book's forward, GW graduate Derek Bok, President Emeritus of Harvard University, writes, "Few people will come away from this book without a greater understanding of American universities and what they are trying to do to satisfy the legitimate demands of a critical public."

Trachtenberg has written extensively on issues in higher education and holds degrees from Columbia, Harvard and Yale universities. He was president of the University of Hartford for eleven years before coming to GW. Prior to assuming the presidency of Hartford, he served for eight years at Boston University in successive administrative positions, including vice president for academic services and academic dean of the College of Liberal Arts. Earlier, in Washington, D.C., Trachtenberg was a special assistant for two years to the U.S. Education Commissioner, Department of Health, Education and Welfare. During that time he served as secretary for a Lyndon B. Johnson White House Task Force on Education. He previously served as an aide to former Congressman John Brademas.

He is active in the American Council on Education (ACE), where he served as a member of the Commission on Minorities in Higher Education and now serves on the advisory board of the association's journal, *The Educational Record*. In 1988 he was elected to the National Collegiate Athletic Association (NCAA) Presidents Commission.

*Speaking His Mind: Five Years of Commentaries on Higher Education* is published and distributed worldwide by the Oryx Press and is part of the American Council on Education/Oryx Press Series on Higher Education. The book, ISBN 0-89774-885-9, 160 pages, is available in a 6" x 9" case binding, and is priced at \$19.95 in North America. To order, contact The Oryx Press at 4041 North Central Avenue, Suite 700, Phoenix, Arizona 85012-3397. Call toll free (800) 279-6799 or (602) 265-2651; fax toll free (800) 279-4663 or (602) 265-6250. Add 10 percent for shipping and handling.



FOR IMMEDIATE RELEASE  
June 17, 1994

CONTACT: Karen Sibert  
202/994-9023

## GW RECEIVES USIA/AID GRANT FOR HUMAN RIGHTS PROJECT

Elliott School of International Affairs to institute exchange program between Egyptian and American jurists

The George Washington University's Elliott School of International Affairs has been awarded a \$130,000 grant from the United States Information Agency and the U.S. Agency for International Development to implement a three-year project which will focus on constitutional and human rights issues. The U.S./Egypt Rule of Law/Human Rights Exchange will seek to foster the exchange of ideas on constitutional and human rights issues between the United States and the Arab world; to contribute to a greater understanding of American constitutional thought and jurisprudence among Arab nations; and to develop professional relationships among leaders in both countries. GW was one of only two schools that received funding in this round of competition.

The project consists of three annual two-week study tours. Ten Egyptian jurists and one team leader will travel to Washington in the first and last years for a series of discussion/study sessions led by local academic and other experts on topics related to comparative constitutional and human rights law and the role of courts in society. A second aspect of the exchange will be site visits to area courts, think tanks, legal institutions and nongovernment organizations with interests in constitutional/human rights issues.

In the second year, ten American participants and one team leader will travel to Cairo for a two-week program focusing on Arab constitutional jurisprudence.

"GW is uniquely positioned to implement a program such as this," said Nathan Brown, project director and associate dean at the Elliott School. "Its resources, its locale in one of the world's great legal centers and its history of similar projects in the Middle East provide the basis for establishing a successful program that can quickly have an impact."

The program will be implemented in collaboration with faculty from GW's National Law Center. The two schools have worked cooperatively on a number of projects and there is



significant cross-fertilization between their faculties. In addition, the International Rule of Law Center was established at the NLC in 1991 to engage in research, studies and education projects that promote the rule of law, democratic pluralism and human rights while focusing on methods and standards within national and international institutions. Participants in this program will be able to take advantage of the Center's archives and library. Several key faculty members will contribute by leading study sessions.

FOR IMMEDIATE RELEASE  
June 17, 1994

CONTACT: Karen Sibert  
202/994-9023

**NEW STUDY FROM GW EXPLORES THE RELATIONSHIP BETWEEN FACULTY  
SOCIALIZATION AND PERFORMANCE**

WASHINGTON -- A new research report from the Educational Resource Information Center (ERIC) Clearinghouse on Higher Education draws a direct link between faculty socialization and faculty performance. Understanding that socialization is the process by which individuals acquire their values, beliefs and attitudes, organizations socialize their members to adopt similar behaviors through ceremonies, rituals, rites of passage and institutional practices such as tenure and promotion. In the case of faculty, there is a tendency to reflect the experiences and principles encountered within an institution. Thus, faculty are shaped by, and in turn shape, the institutional culture.

Institutions have long relied upon the belief that occupations such as doctors, lawyers and college faculty will perform as socialized through their extensive education and professional exposure. In their report, "Enhancing Promotion, Tenure and Beyond: Faculty Socialization as a Cultural Process," authors William G. Tierney, professor and senior scientist at The Pennsylvania State University, and Robert A. Rhoads, assistant professor of education and research associate at The Pennsylvania State University, examine faculty socialization as an effective tool for achieving organizational goals and objectives in the 21st century.

As it discusses how faculty learn to be faculty and the cultural forces (academic discipline, nature of the professorate, and institutional, individual and national cultures) which shape their success as faculty and their commitment to the institution, the report places special emphasis on the orientation of new, rather than senior, faculty.

In response to the problems presented by faculty socialization, Tierney and Rhoads offer a variety of cost-effective solutions: 1) creating incentives for senior faculty to work with junior faculty; 2) establishing orientation programs for new faculty and 3) instituting formal, yearly meetings with department chairs and deans.



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**"Enhancing Promotion, Tenure and Beyond: Faculty Socialization as a Cultural Process,"** is Report #6 of the 1993 Higher Education Report Series from the ERIC Clearinghouse on Higher Education and ASHE. The ERIC Clearinghouse on Higher Education is a sponsored project of The George Washington University's School of Education and Human Development.

The monograph is available for \$18.00 from: ASHE-ERIC Higher Education Reports; The George Washington University; One Dupont Circle, N.W., Suite 630; Washington, D.C. 20036. Copies for review by the educational press are available upon request.

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# NEWS

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June 20, 1994

Contact: Sam Silverstein  
(202) 994-1423

## NEW CALL BOXES BRING ADDED SECURITY TO GW CAMPUS

Washington, D.C. -- Twenty new emergency call boxes have been installed on the campus of The George Washington University, enabling anyone who needs to contact the University Police Department (UPD) to summon an officer within two minutes.

The special phones, placed strategically around the campus, are easily identified by a large "Emergency" sign and blue light on top. The light atop each unit flashes brilliantly when someone presses the red button to call for help. Each box is illuminated at night. The devices replace an aging network of 16 emergency phones.

"It creates a sense of security," said UPD Director Dolores Stafford. "We want students and employees [and others who visit the campus] to feel that if they need to contact us, these phones are available. They don't have to go into a building to call for help. They can push a button and we are going to respond."

The emergency phones connect directly with UPD headquarters via dedicated telephone lines. The system tells the dispatcher exactly where the call originated. UPD will respond instantly to any call, regardless of whether the caller is able to stay on the line long enough to say anything.



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Contact: Sam Silverstein  
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## **GW PROFESSOR NAMED TO UKRAINE'S ACADEMY OF SCIENCES**

**Dr. Harold Liebowitz, Dean Emeritus of GW'S Engineering and Applied Science, Elected Unanimously as a Foreign Member**

Washington, D.C. -- Dr. Harold Liebowitz, L. Stanley Crane Professor of Engineering at The George Washington University and Dean Emeritus of GW's School of Engineering and Applied Science, has been elected unanimously as a Foreign Member by the Presidium of the Academy of Sciences of Ukraine. Professor Liebowitz is a world-renowned scholar and is known for his research in the field of fracture and integrity of materials and structures.

Dr. Liebowitz was previously elected to the United States National Academy of Engineering, where he is now a presidential candidate; the Japan Academy of Engineering; the Hungarian Academy of Sciences; and the Argentine Academy of Sciences. Election to a engineering or other scientific academy is the highest form of recognition an engineer or scientist may receive from their professional peers.

Dr. Liebowitz became dean GW's School of Engineering and Applied Science in 1968. He was named L. Stanley Crane Professor of Engineering in 1990 and Dean Emeritus in 1993.

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FOR IMMEDIATE RELEASE  
June 24, 1994

Contact: Sam Silverstein of GW  
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(703) 903-8973 H  
Douglas Foard of Phi Beta Kappa  
(202) 265-3808 W  
(703) 822-5412 H

**GW AND PHI BETA KAPPA TO HOST SEMINAR FOR  
D.C. HIGH SCHOOL TEACHERS JULY 1**

**EVENT:** Phi Beta Kappa's D.C Teachers' Institute, a collective effort by the six Washington-area Phi Beta Kappa chapters. The weeklong program gives D.C. school teachers unique material to use in their classrooms. Its theme is "The Day the Universe Collapsed: Nicolaus Copernicus and the Origins of the Heliocentric Theory."

**WHEN:** Friday, July 1, 1994  
9:30 a.m. - 3 p.m.

**WHERE:** The George Washington University Marvin Center  
Room 403  
800 21st Street, NW  
Washington, D.C.  
(Foggy Bottom/GW Metro, Blue and Orange Lines)

**Background:**

The Phi Beta Kappa D.C. Teachers' Institute recognizes the collegial nature of education and is designed to provide teachers with classroom material and encourage them to remain in the teaching profession. It is sponsored by the Phi Beta Kappa chapters at The George Washington University, Georgetown University, the University of Maryland at College Park, Trinity College, Howard University and The Catholic University of America in cooperation with Phi Beta Kappa's national office and the Washington Phi Beta Kappa association.

The institute, in its second year, will take place at several of these universities, the Folger Library and the National Gallery of Art. It begins June 27 and concludes July 1 at The George Washington University, when Carl Linden, GW professor of political science, will join John Haught, a theology professor at Georgetown University, to lead a session on "The Religious and Cultural Dimensions of the Copernican Revolution."

**\*\* For a complete schedule of the week's events, please contact Sam Silverstein of the GW Office of Public Affairs at (202) 994-1423 (work) or (703) 903-8973 (home), or Douglas Foard of Phi Beta Kappa at (202) 265-3808 (work) or (703) 822-5412 (home). \*\***

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# NEWS

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## HARVARD REAL ESTATE COURSE RELOCATES TO GW

### Unique Real Estate Development Course to be Team-Taught by Principals of The JBG Companies

Washington, D.C. -- Starting this fall students at The George Washington University School of Business and Public Management will have the rare opportunity to learn the bricks and mortar of real estate investment, development and management from the principals of one of the area's shining stars -- The JBG companies. Don Brown, Ben Jacobs and Joe Gildenhorn are team-teaching the course. They will be assisted by other JBG partners and associates when course discussions involve their individual areas of expertise.

Founded in 1969 by Brown, Gildenhorn and Jacobs -- three Washington-based lawyers -- JBG is a paragon of success through diversification in the Atlantic Coast real estate markets. JBG has never limited itself solely to the traditional developer role, but has also delivered a broad range of services including acquisitions and dispositions, asset management, financing, leasing, property management and advisory services. All of these aspects of the real estate business will be addressed in the team-taught course at GW.

The working environment at JBG fosters a team approach. Employees are "associates" and each of the partners contributes his specialty to the mix. The firm has developed and/or acquired over 300 properties. A few of the local projects include the Four Seasons Hotel, the Tysons Corner Marriott Hotel, Bethesda Crescent and Goddard Corporate Park. The future looks bright; JBG syndicates have recently acquired 16 office buildings near the Twinbrook Metro Station in Montgomery County, the Watergate Office and Retail Buildings and the ADP Building in Rockville.

Brown, who has taught a similar course for over ten years at the Harvard Business School, is a nationally known real estate developer. He is particularly interested in the issues of rational real estate investment and in promoting ethics in business. In addition to serving on the faculty at the Harvard Business School, Brown has taught at the Yale School of Management and has lectured at The George Washington University and at American University.



Brown is an active supporter of public radio and television, mental health, historic preservation and community development. He is a president of Woodley House, one of the first psychiatric halfway houses in the United States, and founder of the Women's National Bank and the National Bank of Rosslyn. He was Washingtonian of the Year in 1989.

Ben Jacobs, current president of The JBG Companies, joined JBG as partner in 1962. His consulting clients include Amtrak, the National Automobile Dealers Association and the Federal Deposit Insurance Corporation, as well as a number of Washington, D.C. law firms. His project management portfolio includes Wolf Trap Foundation, the Inter-American Development Bank, GEICO and PEPCO.

Joseph Gildenhorn, former United States Ambassador to Switzerland, rounds out the teaching team. In addition to his roles at JBG, and Brown, Gildenhorn & Jacobs, Gildenhorn has also served as officer/director of WMJR Radio, as vice chairman of Sovran/DC National Bank and as a member of the board of directors of Sovran. He is active in the civic arena and has served as president of the United Jewish Appeal Federation of Greater Washington and the Hebrew Home Of Greater Washington, and as chairman of the Washington Committee for State of Israel Bonds. He received the Humanitarian Award from B'nai B'rith in 1985, the David Ben Gurion Award from the State of Israel for Community Services in 1977 and was named "Man of the Year" by the Hebrew Home of Greater Washington.

The course, "Real Estate Development," examines the four components of successful real property investment and management: people, project, projections and prospects. The entire course is taught using Harvard Business School cases and case method system. Students use basic business strategy concepts to analyze a complex market and environment, define the strengths and weaknesses of a project, evaluate personal ethics and determine a plan for action. "We are very excited to have JBG on campus this fall," says F. David Fowler, dean of the School of Business and Public Management at GW. "It will give our students an outstanding opportunity to learn from some of the most respected people in the field. This course will significantly enhance our real estate curriculum."

Emphasis is on discussion; however, technical notes, mini-lectures and guest experts are also part of the curriculum. The course relies upon a mix of disciplines and techniques: financial analysis, deal structuring, tax considerations and different forms of ownership are included. Residential, commercial, retail, hotel, syndication, construction and distress situations are all covered.